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<u>L16</u>	L11 and query near strings	24	<u>L16</u>
	(5706495 5694524 5546529 5861891 5864839 5727199 5930803 5555354 5787274 4994989 4719571 5295243 5678015 5251131 5515486 5467444 4807158 5072395 6004134 5519865 5960435 5675785 5418946 5307456 4928247 6075530 5253333 5303388 4868771 5896139 5680476 5671381 <u>L15</u> 3816726 5671333 5459829 5724573 5247666 5675711 5696964 6026399 5737487 5701466 5528735 5877775 5748852 5150457 5164904 5634087 5675786 5228119 5043920 5325445 5732230 5463773 5426780 5553163 5659731 5282262 5201047 5479597 5420968 5604821)! [PN]	126	<u>L15</u>
<u>L14</u>	('6301579') [PN]	2	<u>L14</u>
<u>L13</u>	L12 and (attribute with valu\$ with string or attribute near value near string or attribute adj value adj string)	13	<u>L13</u>
<u>L12</u>	L11 and query	980	<u>L12</u>
<u>L11</u>	("on-line analytical mining" or "online analytical mining" or "olap")	1405	<u>L11</u>
<u>L10</u>	705/5	781	<u>L10</u>
<u>L9</u>	705.clas.	35328	<u>L9</u>
<u>L8</u>	382/229	654	<u>L8</u>
<u>L7</u>	382.clas.	47791	<u>L7</u>
<u>L6</u>	707.clas.	28039	<u>L6</u>

L5 707/5
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 Terms used **online analytical mining**

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1 [Towards on-line analytical mining in large databases](#)

Jiawei Han

 March 1998 **ACM SIGMOD Record**, Volume 27 Issue 1

 Full text available: pdf(387.04 KB) Additional Information: [full citation](#), [abstract](#), [citations](#), [index terms](#)

Great efforts have been paid in the Intelligent Database Systems Research Lab for the research and development of efficient data mining methods and construction of on-line analytical data mining systems. Our work has been focused on the integration of data mining and OLAP technologies and the development of scalable, integrated, and multiple data mining functions. A data mining system, DBMiner, has been developed for interactive mining of multiple-level knowledge in large relational databases and ...

2 [Discovering Internet marketing intelligence through online analytical web usage mining](#)

Alex G. Büchner, Maurice D. Mulvenna

 December 1998 **ACM SIGMOD Record**, Volume 27 Issue 4

 Full text available: pdf(772.06 KB) Additional Information: [full citation](#), [abstract](#), [citations](#), [index terms](#)

This article describes a novel way of combining data mining techniques on Internet data in order to discover actionable marketing intelligence in electronic commerce scenarios. The data that is considered not only covers various types of server and web meta information, but also marketing data and knowledge. Furthermore, heterogeneity resolution thereof and Internet- and electronic commerce-specific pre-processing activities are embedded. A generic web log data hypercube is formally defined ...

3 [Web mining for web personalization](#)

Magdalini Eirinaki, Michalis Vazirgiannis

 February 2003 **ACM Transactions on Internet Technology (TOIT)**, Volume 3 Issue 1

 Full text available: pdf(293.73 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#), [review](#)

Web personalization is the process of customizing a Web site to the needs of specific users, taking advantage of the knowledge acquired from the analysis of the user's navigational behavior (usage data) in correlation with other information collected in the Web context, namely, structure, content, and user profile data. Due to the explosive growth of the Web, the domain of Web personalization has gained great momentum both in the research and commercial areas. In this article we present a survey ...

Keywords: WWW, Web personalization, Web usage mining, user profiling

4

[Using a starfield visualization for analyzing product performance of online stores](#)

Juhnyoung Lee, Mark Podlaseck

October 2000 **Proceedings of the 2nd ACM conference on Electronic commerce**

Full text available:  [pdf\(363.32 KB\)](#) Additional Information: [full citation](#), [references](#), [index terms](#)

Keywords: electronic commerce, marketing, merchandising, visualization

5 Automatic personalization based on Web usage mining

Bamshad Mobasher, Robert Cooley, Jaideep Srivastava

August 2000 **Communications of the ACM**, Volume 43 Issue 8

Full text available:  [pdf\(2.62 MB\)](#)  [html\(49.24 KB\)](#) Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)

6 Web usage mining for Web site evaluation

Myra Spiliopoulou

August 2000 **Communications of the ACM**, Volume 43 Issue 8

Full text available:  [pdf\(1.32 MB\)](#)  [html\(45.37 KB\)](#) Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)

7 Survey articles: Web usage mining: discovery and applications of usage patterns from Web data

Jaideep Srivastava, Robert Cooley, Mukund Deshpande, Pang-Ning Tan

January 2000 **ACM SIGKDD Explorations Newsletter**, Volume 1 Issue 2

Full text available:  [pdf\(1.44 MB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#)

Web usage mining is the application of data mining techniques to discover usage patterns from Web data, in order to understand and better serve the needs of Web-based applications. Web usage mining consists of three phases, namely *preprocessing*, *pattern discovery*, and *pattern analysis*. This paper describes each of these phases in detail. Given its application potential, Web usage mining has seen a rapid increase in interest, from both the research and practice communities. This paper ...

Keywords: data mining, web usage mining, world wide web

8 Evolving data mining into solutions for insights: Emerging trends in business analytics

Ron Kohavi, Neal J. Rothleder, Evangelos Simoudis

August 2002 **Communications of the ACM**, Volume 45 Issue 8


Full text available:  [pdf\(104.67 KB\)](#)  [html\(24.34 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

The goal is business effectiveness through 'verticalization,' usability, and integration with operational systems.

9 Mining multimedia data

Osmar R. Zaiane, Jiawei Han, Ze-Nian Li, Jean Hou

November 1998 **Proceedings of the 1998 conference of the Centre for Advanced Studies on Collaborative research**

Full text available:  [pdf\(377.84 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)

Data Mining is a young but flourishing field. Many algorithms and applications exist to mine different types of data and extract different types of knowledge. Mining multimedia data is, however, at an experimental stage. We have implemented a prototype for mining high-level

multimedia information and knowledge from large multimedia databases. MultiMedia Miner has been designed based on our years of experience in the research and development of a relational data mining system, DBMiner, in the Inte ...

Keywords: data cube, data mining, data warehousing, image analysis, information retrieval, multimedia, world-wide web

10 Effective data mining: a data warehouse-backed architecture

Khalil M. Ahmed, Nagwa M. El-Makky, Yousry Taha

November 1998 **Proceedings of the 1998 conference of the Centre for Advanced Studies on Collaborative research**

Full text available:  [pdf\(292.82 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

An effective Data Mining (DM) system for mining multiple-level knowledge from Data Warehouse (DW), DB and flat files of raw data is proposed. The DW represents the backbone of the proposed architecture. Intermediate, as well as final results of mining are incorporated into the DW for efficient processing of further queries. A Markov Chain mathematical model is developed for managing data dependency and consistency in the DW. An adaptive hybrid view technique is introduced ...

11 Analysis of navigation behaviour in web sites integrating multiple information systems

Bettina Berendt, Myra Spiliopoulou

March 2000 **The VLDB Journal — The International Journal on Very Large Data Bases**, Volume 9 Issue 1

Full text available:  [pdf\(281.14 KB\)](#) Additional Information: [full citation](#), [abstract](#), [citations](#), [index terms](#)

The analysis of web usage has mostly focused on sites composed of conventional static pages. However, huge amounts of information available in the web come from databases or other data collections and are presented to the users in the form of dynamically generated pages. The query interfaces of such sites allow the specification of many search criteria. Their generated results support navigation to pages of results combining cross-linked data from many sources. For the analysis of visitor navigation ...

Keywords: Conceptual hierarchies, Data mining, Query capabilities, Web databases, Web query interfaces, Web usage mining

12 Web mining and its SQL based parallel execution

Masaru Kitsuregawa, Takahiko Shintani, Iko Pramudiono

January 2001 **Australian Computer Science Communications , Proceedings of the workshop on Information technology for virtual enterprises ITVE '01 , Proceedings of the workshop on Information technology for virtual enterprises ITVE '01**, Volume 23 Issue 6

Full text available:  [pdf\(674.03 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#)
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Web mining can be classified into two categories, Web access log mining and Web structure mining. We performed association rule mining and sequence pattern mining against the access log which was accumulated at NTT Software Mobile Info Search portal site. Detail web log mining process and the rules we derived are reported in this paper. The parallel association rule mining is explored on large scale PC cluster system. Parallelism is key to improve the performance. We achieved substantial speed up ...

13 Technical opinion: Component-based data mining frameworks

Fernando Berzal, Ignacio Blanco, Juan-Carlos Cubero, Nicolas Marin

December 2002 **Communications of the ACM**, Volume 45 Issue 12



Full text available:  [pdf\(110.82 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)
 [html\(18.89 KB\)](#)

OLAP Vs. OLTP in the middle tier.

14 Evolving data mining into solutions for insights: Data mining standards initiatives

Robert L. Grossman, Mark F. Hornick, Gregor Meyer

August 2002 **Communications of the ACM**, Volume 45 Issue 8

Full text available:  [pdf\(77.42 KB\)](#)  Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)
[html\(17.27 KB\)](#)

Lacking standards for statistical and data mining models, applications cannot leverage the benefits of data mining.

15 The use of web structure and content to identify subjectively interesting web usage patterns

Robert Cooley

May 2003 **ACM Transactions on Internet Technology (TOIT)**, Volume 3 Issue 2

Full text available:  [pdf\(540.06 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

The discipline of Web Usage Mining has grown rapidly in the past few years, despite the crash of the e-commerce boom of the late 1990s. Web Usage Mining is the application of data mining techniques to Web clickstream data in order to extract usage patterns. Yet, with all of the resources put into the problem, claims of success have been limited and are often tied to specific Web site properties that are not found in general. One reason for the limited success has been a component of Web Usage Mi ...

Keywords: Data mining, Web usage mining, World Wide Web

16 Web mining: A framework for web table mining

Yingchen Yang, Wo-Shun Luk

November 2002 **Proceedings of the 4th international workshop on Web information and data management**

Full text available:  [pdf\(225.03 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)


Web table mining is about information extraction from tables published inside web pages as HTML texts. Most previous work on this subject makes use of the tags to discover components of the table. Our work treats web as a distinct publication media, in two ways. We argue that new types of table format have been developed specially for the web. We also argue that the visual cues embedded within the HTML text, are utilized by the authors to direct the viewer on how to read the contents contained a ...

Keywords: data extraction, information extraction, table mining, web pages

17 Searching for dependencies at multiple abstraction levels

Toon Calders, Raymond T. Ng, Jef Wijsen

September 2002 **ACM Transactions on Database Systems (TODS)**, Volume 27 Issue 3

Full text available:  [pdf\(411.24 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)

The notion of roll-up dependency (RUD) extends functional dependencies with generalization hierarchies. RUDs can be applied in OLAP and database design. The problem of discovering RUDs in large databases is at the center of this paper. An algorithm is provided that relies on a number of theoretical results. The algorithm has been implemented; results on two real-life datasets are given. The extension of functional dependency (FD) with roll-ups turns out to capture meaningful rules that are outsi ...

Keywords: Data mining, functional dependencies, knowledge discovery, online analytical processing

18 A methodology for workload characterization of E-commerce sites

Daniel A. Menascé, Virgilio A. F. Almeida, Rodrigo Fonseca, Marco A. Mendes

November 1999 **Proceedings of the 1st ACM conference on Electronic commerce**Full text available:  pdf(304.31 KB) Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)**19** Knowledge discovery in data warehouses

Themistoklis Palpanas

September 2000 **ACM SIGMOD Record**, Volume 29 Issue 3Full text available:  pdf(240.77 KB) Additional Information: [full citation](#), [abstract](#), [citations](#), [index terms](#)

As the size of data warehouses increase to several hundreds of gigabytes or terabytes, the need for methods and tools that will automate the process of knowledge extraction, or guide the user to subsets of the dataset that are of particular interest, is becoming prominent. In this survey paper we explore the problem of identifying and extracting interesting knowledge from large collections of data residing in data warehouses, by using data mining techniques. Such techniques have the ability to i ...

**20** Analyzing clickstreams using subsessions

Jesper Andersen, Anders Giversen, Allan H. Jensen, Rune S. Larsen, Torben Bach Pedersen, Janne Skyt

November 2000 **Proceedings of the 3rd ACM international workshop on Data warehousing and OLAP**Full text available:  pdf(266.28 KB) Additional Information: [full citation](#), [references](#), [citations](#)

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Patent Assignment Abstract of Title

Total Assignments: 1**Application #:** 09416414**Filing Dt:** 10/12/1999**Patent #:** NONE**Issue Dt:****PCT #:** NONE**Publication #:** NONE**Pub Dt:****Inventors:** INDERPAL S. BHANDARI, RAJIV PRATAP, KRISHNAKUMAR RAMANUJAM**Title:** METHOD AND APPARATUS FOR FINDING HIDDEN PATTERNS IN THE CONTEXT OF QUERYING APPLICATIONS**Assignment: 1****Reel/Frame:** 010336/0663 **Received:** 11/01/1999 **Recorded:** 10/12/1999 **Mailed:** 01/27/2000 **Pages:** 2**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignors:** BHANDARI, INDERPAL S.**Exec Dt:** 10/12/1999PRATAP, RAJIV**Exec Dt:** 10/12/1999RAMANUJAM, KRISHNAKUMAR**Exec Dt:** 10/12/1999**Assignee:** VIRTUAL GOLD, INC.

280 N. CENTRAL PARK AVENUE, SUITE 235

HARTSDALE, NEW YORK 10530

Correspondent: C. ANDREW IM

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